



**Dear Change4Life Supporter**

Obesity is a major challenge for us to tackle – it reduces life expectancy and seriously affects the health of adults and children. If we're going to reduce the number of people who are overweight, we must all work together to create an environment that helps and supports people to make changes to their diet and levels of physical activity.

Some of you may have seen recent press coverage suggested that the Change4life campaign is to be brought to cease. I wanted to reassure you that there are no plans to cease the Change4life campaign. However, I did make clear in the speech that given the new financial climate I intend to pursue a new approach to the campaign - where investment by the taxpayer will be progressively scaled back and the commercial sector and charities are asked to provide more of the necessary direct investment in Change4Life to sustain the initiative.

A transcript of my speech is available [here](#).

The work that Change4Life supporters are doing in communities, schools, early years settings and the NHS to achieve this has been, and remains incredible. I would personally like to thank you all for the contribution you have made to helping families eat well and move more. As a result, over the last 18 months, 440,000 families across the country have joined Change4Life, and over one million mothers tell us they have changed their children's diets and / or activity levels as a direct result of Change4Life.

Change4Life is made up of more than 200 commercial and public organisations and local supporters are joining the movement in their thousands. As of this month, 32,000 local supporters have joined Change4Life and that number continues to climb week on week. Grassroots support has proved crucial for the movement with our local supporters estimated to have had around 1.5 million conversations with families about Change4Life.

It is clear that Change4Life is changing people's lives because of all the hard work you are doing. I hope that you will continue to work with us on this important issue of helping people improve their health.

Andrew Lansley CBE MP  
Secretary of State for Health

- **Have fun with our 'Fun Wheels'**
- **Competition! Share your stories**
- **Helping you help families Change4Life**
- **Play4Life Schools Challenge**
- **National partner activities to look out for**

**Have fun with our 'Fun Wheels'**

The summer holidays will soon be here – and that means kids will be looking for things to do! Without sport and games at school to help keep them active, it's extra important that kids get their 60 Active Minutes every day.

To help keep families active we're rolling out a summer of activity, with our new Change4Life 'Fun Wheel' as the centrepiece. The 'Fun Wheel' is a spin-the-wheel game with lots of ideas for fun activities, ideal for kids' team challenges, parties or family trips to the park or just getting them up and about.

We'll be promoting the 'Fun Wheel' throughout the summer - look out for our interactive summer activity planner and a competition to win a family holiday with Eurocamp on the Change4Life website. And in August, we will launch a Facebook page that will provide a forum for families to exchange ideas



and invite each other to take part in local activities.

But we are also counting on you to distribute our 'Fun Wheels' to children and families and encourage them to get active over the summer. We've made a supply available via the Department of Health Orderline (product code: C4L182). You'll need to go online, register and place an order, but hurry – stocks are limited! You can order now (minimum order quantity 50; maximum order quantity 250) at [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk)

Members of the public will be able to order their individual 'Fun Wheel' online via the Change4Life website or by telephoning our call centre on 0300 123 1018.

If you've already got Change4Life activities planned for this summer, don't forget to use the 'Fun Wheel' and other Change4Life materials to support them. And if not, maybe you can use the 'Fun Wheel' to create new enjoyable activities at events such as your school fair or sports day, country shows or even on a family day out – and help make Change4Life's summer of activity a real success.

## Competition! Share your stories

If you've recently organised or taken part in a Change4Life activity or event, we'd love to hear about it! Email [c4lpartnerships@dh.gsi.gov.uk](mailto:c4lpartnerships@dh.gsi.gov.uk) to tell us all about it and don't forget to send your photos or other images (posters etc) from the event. All stories will be entered into a competition and the best supporter activities will have the chance to win some fantastic Change4Life prizes.

Helpful details to include are what you did, how you used Change4Life, how many people took part and any feedback you received.

We'll be running the competition throughout the summer and will update you on prizes and entries next month.

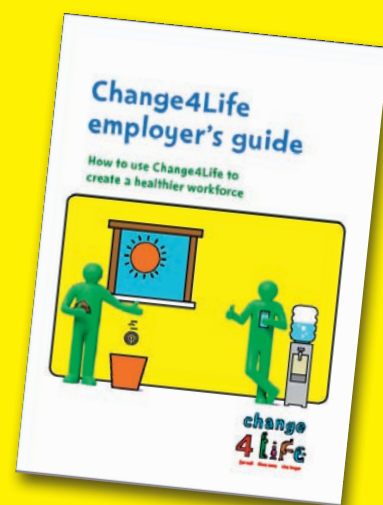
## Helping you help families Change4Life

As a Supporter of Change4Life you have access to all sorts of exciting and useful materials to help you spread the word to the adults or families with young children that you work with. There are lots of different Change4Life tools and resources available to you, so we've reorganised the Tools section of the website to make it easier for you to find what you need. Find out more [here](#).

New resources to look out for include the refreshed Schools Pack which contains new posters aimed at kids themselves and resources such as the Change4Life Snakes and Ladders mat and a specially developed wall chart to help support teachers and those working with schools to encourage healthy eating and physical activity for kids and families.

If you work with adults, you might find the materials in the new Employer's Toolkit useful. The toolkit is full of ideas for making Change4Life in the workplace with resources to help employers promote simple swaps that can help staff adopt a healthier lifestyle.

We hope you find these improvements and new resources helpful and are inspired to do even more for the campaign! And of course, thank you for all your hard work so far.



## Play4Life Schools Challenge

If you work at a primary school (or are in touch with people who do), you're sure to be interested in the Play4Life Schools Challenge. This exciting event will be taking place at selected Play Centres across the UK this September, organised by the Play Providers Association (PPA), and primary schools are invited to enter.

Schools can visit selected Play Centres free of charge and take part in the Play4Life challenge. The session will start with children being given a pedometer to help them measure the distance covered and calories burnt while they run, jump, climb and slide on the play equipment. At the end of their play session children will be encouraged to discuss their results, Play Centre leader boards will chart the best class and individual scores, and prizes will be awarded to the most active classes and children.

During the visit, children will also participate in various fun tasks aimed at educating them about the importance of

a balanced diet.

Over 100 Play Centres are participating in this event which will take place in England and Wales from 15th - 30th September 2010 and Scotland from 10th - 23rd September 2010.

To register your school for a free visit, go to [www.play4liveschoolschallenge.co.uk](http://www.play4liveschoolschallenge.co.uk) or speak to your local participating PPA member. But hurry, as spaces are expected to fill up fast! A teacher's information pack and other useful resources are also available on the website so take a look.

## National partner activities to look out for

If you're visiting your local ASDA, listen out for new Change4Life ads on the in-store radio station. ASDA FM broadcasts in all of their stores, reaching 18 million customers a week, so it's a great way to help families make healthier food choices and be more active. Customers will hear short Change4Life messages like: 'Activity doesn't have to cost anything and it's a great way for the whole family to spend a quality time together. Take your kids on a bike ride or go swimming together'.

And if you or any of the people you work with has medical insurance through Aviva, look out for Change4Life messages as part of their 'MyHealthCounts' programme. This encourages Aviva customers to lead a healthier lifestyle and rewards them with lower premiums. Aviva is also supporting Change4Life through its position as the main sponsor of UK Athletics, using the Aviva UKA Academy grassroots programmes to promote active behaviour, as well as providing exposure for the campaign at Aviva's televised athletics events. Find out more about Aviva's athletics sponsorship at [www.aviva.co.uk](http://www.aviva.co.uk)

## Do we have your correct details

If you're reading this because you've been forwarded it by a colleague, we'd love to be able to contact you personally to make sure you're kept informed. Alternatively, is there anyone in your organisation who works with adults or families with young children and doesn't yet receive Change4Life information? Please ask anyone who has not yet become a supporter of Change4Life to sign up [here](#).

Finally, thank you again for your ongoing support for Change4Life. We'll be back with more news in the next update – look out for it in your inbox next month.

Your Change4Life team

